



Mailing 1, no incentive



[Date]

«City» Resident
«Addy1» «Addy2»
«City», «STATE_ABBR» «ZIP»-«ZIP4»

Dear «City» Resident,

I am writing to ask for your household's help with a survey called the Nebraska Annual Social Indicators Survey, also called the NASIS. The questions cover a wide variety of important topics about what Nebraskans think, feel, and do. The questions come from multiple researchers who have pooled their limited resources to be able to do this survey. NASIS results are used by these and other researchers, non-profits, and state agencies. They are also used for student training and for student research papers.

This effort can only be successful with your help. We need **the adult (age 19 or over) from your household who has the next birthday after July 1, 2025** to do the survey.

We have made the survey available online because it allows us to collect the information more quickly and to be more responsible with our research money. To access this survey online, please go to the link listed below and enter your unique identification number.

Survey Link: <https://go.unl.edu/nasis2025>

Unique Identification Number: [ID]

If you do not want to do the survey online, please complete and return the enclosed paper questionnaire.

More information about the survey can be found on the back of this letter.

Sincerely,

Amanda Ganshert
Assistant Director for Research and Methods
Bureau of Sociological Research
University of Nebraska-Lincoln



Nebraska Annual Social Indicators Survey (NASIS) Information

Why did this survey come to my house? We sent the survey to a small number of randomly chosen Nebraska addresses. Answers from these households will represent the entire state.

Who should do the survey? The adult age 19 or older in your household who has the next birthday after July 1, 2025. This helps the survey represent all Nebraskans.

What should this person do? Answer the questions online using the provided link and unique identification number. The survey takes around 20-25 minutes.

Who is asking these questions? Researchers at Nebraska Public Media, Nebraska Department of Transportation, and the University of Nebraska have pooled their resources to do this survey. This uses limited resources more responsibly and reduces the number of surveys people are asked to do.

Has this study been approved by the University? Yes. The UNL Institutional Review Board approved the survey. (IRB# 20160816236FB).

Is this voluntary? Yes.

Will my answers be kept confidential? Yes. Your answers will be combined with other people's answers in all reports, papers, presentations, and other analyses so nobody can tell who gave which answers. No identifying information will be reported. Thus, there are no known risks to participating.

Who uses this information? The primary users are the researchers who came together to do the survey. We will also share the survey data and analyses with other researchers, state government employees, non-profit organizations, or media. Instructors use the data to teach students, and students use it for research.

Who do I contact if I have questions about the survey? The Bureau of Sociological Research (1-800-480-4549 or email bosr@unl.edu).

Who do I contact if I have questions about my rights as a research participant? The UNL Institutional Review Board at 402-472-6965.

What is the future research opportunity section? This gives you the chance to be contacted for future research opportunities. You can complete this survey whether or not you decide to provide your contact information.



Mailing 1, with incentive



[Date]

«City» Resident
«Addy1» «Addy2»
«City», «STATE_ABBR» «ZIP»-«ZIP4»

Dear «City» Resident,

I am writing to ask for your household's help with a survey called the Nebraska Annual Social Indicators Survey, also called the NASIS. The questions cover a wide variety of important topics about what Nebraskans think, feel, and do. The questions come from multiple researchers who have pooled their limited resources to be able to do this survey. NASIS results are used by these and other researchers, non-profits, and state agencies. They are also used for student training and for student research papers.

This effort can only be successful with your help. We need **the adult (age 19 or over) from your household who has the next birthday after July 1, 2025** to do the survey.

We have made the survey available online because it allows us to collect the information more quickly and to be more responsible with our research money. To access this survey online, please go to the link listed below and enter your unique identification number.

Survey Link: <https://go.unl.edu/nasis2025>

Unique Identification Number: [ID]

If you do not want to do the survey online, please complete and return the enclosed paper questionnaire.

More information about the survey can be found on the back of this letter. We have enclosed a small token of appreciation to thank you for helping with the survey.

Sincerely,

Amanda Ganshert
Assistant Director for Research and Methods
Bureau of Sociological Research
University of Nebraska-Lincoln



Nebraska Annual Social Indicators Survey (NASIS) Information

Why did this survey come to my house? We sent the survey to a small number of randomly chosen Nebraska addresses. Answers from these households will represent the entire state.

Who should do the survey? The adult age 19 or older in your household who has the next birthday after July 1, 2025. This helps the survey represent all Nebraskans.

What should this person do? Answer the questions online using the provided link and unique identification number. The survey takes around 20-25 minutes.

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Mailing 2, postcard



UNIVERSITY OF
Nebraska
Lincoln

NON PROFIT
US POSTAGE
PAID
UNL

DEPARTMENT OF SOCIOLOGY
Bureau of Sociological Research

907 Oldfather Hall
P.O. Box 880325
Lincoln, NE 68588-0325

RETURN SERVICE REQUESTED

DATE

Dear [City] Resident,

Last week we reached out to you to ask for your household's help with the NASIS. If you have already done it, thank you! If not, please do so. We really need your help. Remember to have **the adult (age 19 or older) in your household with the next birthday after July 1, 2025** do the survey so the results will be valid.

To access the survey online, please go to the link listed below and enter your unique identification number:

Survey Link: <https://go.unl.edu/nasis2025>

Unique Identification Number: [ID]

Responding online allows us to receive your answers quickly and process the survey efficiently. If you prefer to respond by mail, please complete and return the questionnaire we sent your household. If you need another paper copy, please call 1-800-480-4549.

The survey will help researchers better understand the views, experiences, and needs of Nebraskans. Your participation is voluntary, but will help researchers and students a great deal. And your responses will be kept completely confidential.

UNIVERSITY OF
Nebraska
Lincoln

Bureau of Sociological Research

907 Oldfather Hall | P.O. Box 880325 | Lincoln, NE 68588-0325 | 402.472.3672 | 1.800.480.4549 | bosr@unl.edu
unl.edu



Mailing 3, letter



[Date]

«City» Resident
«Addy1» «Addy2»
«City», «STATE_ABBR» «ZIP»-«ZIP4»

Dear «City» Resident,

A few weeks ago we asked your household to complete the 2025 Nebraska Annual Social Indicators Survey (NASIS). We have not yet received your household's completed survey.

NASIS is an important source for hearing what Nebraskans are thinking, feeling, and doing these days. The NASIS has been conducted to hear from Nebraskans since 1977. We hope you will be part of continuing this tradition. Results have been presented at scientific meetings, published in books and articles, and covered in the news. The questions asked on this year's survey will continue to contribute to research, education, and state government decisions. We need **the adult (age 19 or over) from your household who has the next birthday after July 1, 2025** to do the survey.

We have made the survey available online in case it is easier for you to complete the survey this way. However, because some people don't want to answer a survey online and it is important that we hear from all households, we've also enclosed a paper copy and a postage-paid return envelope. To complete this survey online, please go to the link listed below and enter your unique identification number.

Survey Link: <https://go.unl.edu/nasis2025>

Unique Identification Number: [ID]

If you do not want to do the survey online, please complete and return the enclosed paper questionnaire.

More information about the survey can be found on the back of this letter.

Sincerely,

Amanda Ganshert
Assistant Director for Research and Methods
Bureau of Sociological Research
University of Nebraska-Lincoln



Nebraska Annual Social Indicators Survey (NASIS) Information

Why did this survey come to my house? We sent the survey to a small number of randomly chosen Nebraska addresses. Answers from these households will represent the entire state.

Who should do the survey? The adult age 19 or older in your household who has the next birthday after July 1, 2025. This helps the survey represent all Nebraskans.

What should this person do? Answer the questions either online using the provided link and unique identification number or by paper and return the survey in the return envelope. The survey takes around 20-25 minutes.

Who is asking these questions? Researchers at Nebraska Public Media, Nebraska Department of Transportation, and the University of Nebraska have pooled their resources to do this survey. This uses limited resources more responsibly and reduces the number of surveys people are asked to do.

Has this study been approved by the University? Yes. The UNL Institutional Review Board approved the survey. (IRB# 20160816236FB).

Is this voluntary? Yes.

Will my answers be kept confidential? Yes. Your answers will be combined with other people's answers in all reports, papers, presentations, and other analyses so nobody can tell who gave which answers. No identifying information will be reported. Thus, there are no known risks to participating.

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Mailing 4, letter



[Date]

«City» Resident
«Addy1» «Addy2»
«City», «STATE_ABBR» «ZIP»-«ZIP4»

Dear «City» Resident,

About a month ago we asked your household for help with the 2023 Nebraska Annual Social Indicators Survey (NASIS). We have not yet received your household's completed survey and are writing again to ask for your help.

No matter what your thoughts or experiences are, we want to hear from your household. This year's NASIS asks about a wide range of topics that are of interest to researchers, nonprofits, and policy makers here in the state of Nebraska. Please help us understand what people like those in your household have to say about important issues facing the state.

The NASIS has been conducted for 46 years. Researchers, state agencies, and non-profits have presented findings to professional organizations, government decision-makers, and news reporters and published it in books and articles. We hope to continue providing data for these teams to share with the public. We need **the adult (age 19 or over) from your household who has the next birthday after July 1, 2025** to do the survey.

We have made the survey available online so that your household can easily complete the survey at your convenience. However, because some people don't use the internet and it is important that we hear from all households, we've also enclosed a paper copy and a postage-paid return envelope. To access this survey online, please go to the link listed below and enter your unique identification number.

Survey Link: <https://go.unl.edu/nasis2025>
Unique Identification Number: [ID]

If you do not want to do the survey online, please complete and return the enclosed paper questionnaire.

More information about the survey can be found on the back of this letter.

Sincerely,

Amanda Ganshert
Assistant Director for Research and Methods
Bureau of Sociological Research
University of Nebraska-Lincoln



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